

November 11, 1941

IBSR NOTICE #4

1. Colleges are to broadcast the Camel program for the months of November and December on the following days:

November -- 3, 5, 6, 10, 12, 13, 17, 18, 24, 26, 27

December -- 1, 3, 4, 8, 10, 11, 15, 17, 18

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2. The Postal Telegraph Company has offered the following proposition:

If large concerns not using Postal Telegraph or using Postal Telegraph to a limited extent at the present time are induced to change to Postal Telegraph through the efforts of your station members, half of any increase in business which Postal Telegraph receives, will be returned to your station in the form of advertising. If you have any contacts with large concerns, it would be to your benefit to take advantage of this offer.

If this arrangement is made with any concern, please send us the following information immediately:

Name of Concern

City and State

Date of Commencement of Postal Telegraph service.

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3. Philip Morris Company has expressed interest in advertising over the campus stations if, in conjunction with their advertising campaign, they are able to coordinate the work of a campus representative selected by your station; he will assume the responsibilities of distributing cigarettes, placing posters in strategic places, etc. In other words, this man would concentrate his efforts on the Philip Morris account.

Please send the name of the man whom you suggest and a listing of his qualifications. The person selected should have a good standing on the campus.

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